



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: November 18, 2014

TO: Medicare-Medicaid Plans in South Carolina

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: South Carolina MMPs: Update of State-specific Marketing Guidance

On September 30, 2014, the Centers for Medicare & Medicaid Services (CMS) released final marketing guidance for Medicare-Medicaid Plans (MMPs) in South Carolina. This memorandum supplements that guidance with respect to the use of logos.

All of the contracted MMPs for South Carolina's demonstration also serve as Managed Care Organizations (MCOs) for Healthy Connections Medicaid. Therefore, they are familiar with and already governed by the *Policy and Procedure Guide for Managed Care Organizations* and the *Healthy Connections Style Guide*. Materials submitted for review by South Carolina MMPs must comply with the *Policy and Procedure Guide* and the *Healthy Connections Style Guide* unless there is a specific provision of the Medicare Marketing Guidelines (MMG) or the South Carolina MMP marketing guidance that contradicts them. In that case, the MMG and the South Carolina MMP marketing guidance take precedence.

As state reviewers have begun to review South Carolina MMP marketing materials, they have noted certain specific provisions in the *Policy and Procedure Guide* (specifically, Sections 14.0 and 14.3) which are currently being inconsistently applied. Therefore, we clarify the following:

1. All marketing, advertising, media (including Internet and social media sites), and member education materials must contain the Healthy Connections Prime logo. In addition, all marketing, advertising, and member education materials must include the MMP's Member Services toll-free number.
2. Promotional materials, to include items identified as "giveaways," which contain the MMP's logo must also contain the Healthy Connections Prime logo.
3. Educational materials not listed above and third-party publications such as CDC guidelines, dietary information, disease management, etc., do not require the Healthy Connections Prime logo so long as the MMP's name, logo and/or phone number are not present. If the MMP's logo and/or phone number is present, the Healthy Connections Prime logo must also be present.

4. All logos (Healthy Connections Prime and the MMP's) and associated phone numbers must be proportional in size and location.

In addition, we clarify the following:

- The Healthy Connections Prime logo is optional on envelopes, but is not required. However, plans should note that the plan name or logo is required on envelopes, consistent with section 50.16 of the MMG.
- The Healthy Connections Prime logo should be used on the first page of any material that includes the plan logo. On subsequent pages, the Healthy Connections Prime logo is not needed.
- If the plan logo appears in color, the Healthy Connections Prime logo must also be in color.
- Logos should be the same height and appear next to each other wherever possible.
- With the exception of the ID card or any other template document that specifically requires different placement, when the logos appear next to each other, the MMP logo should be on the left and the Healthy Connections Prime logo should be on the right.
- When the logos appear above each other, the MMP logo should be above the Healthy Connections Prime logo.
- Logos should retain their natural proportional size and should not appear stretched, distorted or pixelated.

The changes in this memorandum are effective immediately, and we expect to revise the South Carolina MMP marketing guidance to reflect these changes when we next update the guidance.

We are aware that some marketing materials have been approved that do not meet these guidelines. MMPs are encouraged to add the Healthy Connections Prime logo to these previously approved materials consistent with the guidance provided in this memorandum.

If you have any questions about the contents of this memorandum, please contact the Medicare-Medicaid Coordination Office at mmcocapsmodel@cms.hhs.gov.